



Ad Venture Competition 2014/2015 - Brief

Challenge

The Ad Venture Competition challenge for the year 2014-2015 is to raise awareness about the benefits which space exploration brings to the daily lives of European citizens. The main focus of the campaign should be on highlighting the crucial role satellites in orbit play in many everyday activities which are often taken for granted.

Background

Exploring the universe and sending satellites and humans into space are on the agenda of most developed nations in the 21st century.

- European countries now build and launch some of the most important rockets and satellites in the world. Even though one of the first aspects of space technology that comes to mind is travelling around Mars or going to the moon, there are many less known applications of space technology which bring benefits to our lives that would not otherwise be possible: checking our email on the train, watching satellite TV, consulting the weather forecast or following the instructions of our car navigation system;
- Accurate and timely data from observation satellites provides key information services to improve the way the environment is managed, help mitigate the effects of climate change, enable the creation of new applications and services for citizens and businesses, and safeguard everyday lives;
- From intelligent textiles to car safety, from medical innovations to novel engineering solutions, European citizens are surrounded by technology that originated from space exploration and is now generating profits for businesses and benefits for consumers in a multitude of other sectors.



- Satellites are 36,000 km up in the sky and orbit around the earth every 12 hours. There are approximately 3,000 satellites operating in Earth's orbit (ESA has designed, tested and operated more than 70 satellites so far).

Client

The European Space Agency (ESA) is Europe's gateway to space. Its mission is to shape the development of Europe's space capability and ensure that investment in space continues to deliver benefits to the citizens of Europe and the world.

Exploring the universe and sending satellites and humans into space are among the major challenges for developed nations in the 21st century. This is why 20 European countries have been pooling resources for over 40 years, putting Europe at the forefront of space science, technology and applications. These breakthroughs benefit Europe's citizens by providing them with abundant services which optimise their daily lives.

Objective of the campaign

The aim of the campaign is to show how the European Space Agency fosters knowledge, innovation, competitiveness and sustainable growth for the world.

Target Audience

The target audience is the general public of the 20 ESA member states (Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, The Netherlands, Norway, Poland, Portugal, Romania, Spain, Sweden, Switzerland and the United Kingdom). However, our 'bullseye' audience is 'the Gen Y's (born 1980-1994 - ie 20-34 year olds) as these are the people who are most vocal in the digital space about their future world.

Currently, they are not aware of all the positive day to day impacts that satellite technology has made to their lives (or the world as a whole). If challenged, they often feel that money spent in space would be better spent on earth, helping protect the environment, or providing better healthcare and education. The



reality (and the mindset we need to shift) is that money spent in space is having a profound and beneficial effect on our world down here.

Thus, we want them to realise that, despite the high cost, there is a tremendous return to the community in terms of jobs, technical know-how, scientific knowledge and other spin-offs (and therefore gain their support for its continued funding). Our world is much better with it than without it.

Key Proposition

Bringing space to life on earth

Tonality

Informative, Inspiring, Important.

Executorial Guidelines

Teams should limit their campaigns to **digital channels**. We encourage teams to consider all digital promotional channels (web, multi-media, social networks, YouTube, content on other people's sites, creating social movements, etc.) in bringing this campaign to life.

Due to its pan-European character and the possibility of it running live, the campaign should be:

- ✓ Designed as a pan-European campaign (there can be some cultural localisation but to be kept to the minimum for cost reasons);
- ✓ In English;
- ✓ This campaign needs to run in several countries so do not rely on local humour or use local personalities, etc., which may not work in other countries;
- ✓ Avoid use of copyrighted materials.



Potential support points

- From small and medium-sized enterprises to global corporations, space stimulates economy and competitiveness and thus creates jobs;
- Through Telecommunications, Navigation, Meteorology, Disaster Response and much more, space is helping to save lives and save our planet.
- The ultimate goal of space for Europe is public benefit. It positively effects our everyday lives in many different ways. Without space technology we would go back in time by decades.
- Space is the cornerstone of cutting-edge technology. Successful space technology transfers knowledge and inventions to commercial markets;
- Not only are satellites studying the earth, they are also studying the sky, allowing us to understand more about the amazing universe we live in.
- Space is a worthwhile investment with a measurable economic impact;

Did you know that:

- When you listen to the radio, it is very likely that the signal you are receiving has been distributed from the central studios by satellite?
- Many newspapers and magazines are produced locally but printed centrally? The content of the paper is sent to the printing plants using satellite links.
- Even when a news or sports event shown on television is taking place just a few kilometres away from the studios, it has probably been transmitted via satellite?
- Most news agencies use satellites to distribute text, audio and video to their affiliates?
- In many countries, access to the Internet is by satellite communication? Internet service providers often link their servers to the core of the Internet network by satellite. With the emergence of very powerful broadband satellites, users – equipped with their own broadband interactive satellite



terminals – will get access to the Internet regardless of their distance from the nearest terrestrial node.

- The transfer of space technologies brings real benefits for people on Earth? Space technologies are already being used to enhance the life and well-being of ordinary citizens through producing or improving applications, from air purification in hospital intensive care wards, radar surveying of tunnel rock to improve miner safety, to enhanced materials for a wide variety of sporting products from racing yachts to running shoes.
- Because Earth Observation satellites remain in place for long periods of time, they can highlight environmental changes occurring gradually? Looking back through archived satellite data shows us the steady clearing of the world's rainforests, an apparent annual rise in sea level approaching 2 mm a year and the depletion of the ozone layer by atmospheric pollution.

Research and useful links

All about ESA

[http://www.esa.int/About Us/ESA Publications/All About ESA3](http://www.esa.int/About_Us/ESA_Publications/All_About_ESA3)

Meet ESA – the space agency for Europe

[http://www.esa.int/spaceinvideos/Videos/2012/10/Meet ESA the space agency for Europe](http://www.esa.int/spaceinvideos/Videos/2012/10/Meet_ESA_the_space_agency_for_Europe)

ESA Down to Earth

<https://www.esa-downtoearth.eu/>

Space for Daily Life

<http://esamultimedia.esa.int/multimedia/publications/BR-295/>

How space technology improves our lives

<http://esamultimedia.esa.int/multimedia/publications/BR-280/pageflip.html>

Investing in space

[http://www.esa.int/spaceinvideos/Videos/2012/11/Investing in Space](http://www.esa.int/spaceinvideos/Videos/2012/11/Investing_in_Space)